

	Timeframe	Responsible Party
<b>Goal: Deepen member participation (more participation from more organizations and more participation from multiple people within a given organization)</b>		
Develop new avenues for participation: <ul style="list-style-type: none"> <li>• Program committee for DP 2014</li> <li>• meeting planners and sponsors</li> <li>• Special emphasis on opportunities for participation from junior staff</li> </ul>	Strong focus through July 2015	CC, Co-chairs, and Secretariat
Develop boilerplate for the beginning of each working group call: <ul style="list-style-type: none"> <li>• New members go to <a href="http://www.digitalpreservation.gov/ndsa/newmembers.html">http://www.digitalpreservation.gov/ndsa/newmembers.html</a></li> <li>• Are you on the listserv?</li> <li>• How to change WG</li> <li>• How to launch a project</li> </ul>	April 2014	Co-chairs and Secretariat
Develop new ways for recognizing participation in the NDSA awards for significant contributions such as: <ul style="list-style-type: none"> <li>• Greatest new idea</li> <li>• High-impact contributions</li> <li>• Thought leaders</li> <li>• Nominated and voted awards by working groups</li> </ul>		
Increase awareness about completed projects	Monthly	Secretariat
Increase awareness about current opportunities: <ul style="list-style-type: none"> <li>• NDSA New Activities and Opportunities quarterly webinar</li> <li>• Here's what we've done and what we're doing. Here's how to join in.</li> <li>• Specify and define commitments for participation in projects:</li> </ul>		<ul style="list-style-type: none"> <li>• Secretariat ()</li> <li>• Secretariat and Co-chairs</li> <li>• Secretariat (Barrie)</li> </ul>

<ul style="list-style-type: none"> <li>• This project is going to require X hours, X people, X conference calls, etc.</li> <li>• Update project charters to reflect scoping requirements, especially hours needed.</li> </ul>		
<b>Goal: Continue to develop frameworks, definitions, and guidelines around significant digital preservation issues. Promote these materials for the benefit of the digital preservation community.</b>		
Storage Survey	Odd years (2011, 2013, etc)	WG
Web Archiving Survey	Odd years (2011, 2013, etc)	WG
Staffing Survey	Odd years (2011, 2013, etc)	WG
National Agenda for Digital Stewardship	Annually in July	CC, Co-chairs, and Secretariat
Levels of Preservation		WG
Fixity Guidance		WG
<b>Goal: Aligning activities to National Agenda</b>		
Identify and highlight activities within the DP community and the NDSA that connect to issues raised in the National Agenda: <ul style="list-style-type: none"> <li>• Blog posts</li> <li>• Articles</li> <li>• Short reports on further steps or current activities in specific areas</li> </ul>		
Develop a theme for the year pulled from the National Agenda which can be used to inspire work projects		
<b>Goal: Aligning activities to issues raised in surveys (storage, staffing, web, outreach)</b>		
Use the issues identified in these surveys to focus work projects and activities.		WG, CC, Co-chairs, and Secretariat
Identify the most important and achievable projects based on these surveys. Use that information to help shape projects.		WG, CC, Co-chairs, and Secretariat
<b>Goal: Increase communication and awareness of NDSA</b>		

activities and products		
<p>About us – develop and refine key resources on digital stewardship in the “About us” section of the <a href="http://digitalpreservation.gov/ndsa">digitalpreservation.gov/ndsa</a> site</p> <ul style="list-style-type: none"> <li>• Contact emails for coordinating committee and co-chairs and short personal descriptions from Agenda</li> <li>• Press Kit</li> <li>• List of recent publications/articles</li> </ul>	Completed by February 2014	Secretariat
NDSA Fact Sheet	Updated version completed by April 2014	Secretariat
Make NDSA membership clearer and easier to find. Embed Viewshare view of just NDSA members on <a href="http://digitalpreservation.gov/ndsa">digitalpreservation.gov/ndsa</a>	Completed by March 2014	Secretariat
<p>NDSA Public Calendar: Maintain calendar of NDSA events including</p> <ul style="list-style-type: none"> <li>• Regular WG conference calls</li> <li>• Webinars</li> <li>• Presentations at conferences</li> </ul> <p>Regularly publish to <a href="http://digitalpreservation.gov/ndsa">digitalpreservation.gov/ndsa</a></p>	Monthly	<p>Secretariat (Barrie)</p> <p>Secretariat (Comm)</p>
Coordinate presentations at conferences and other events		Outreach Working Group Secretariat
Publicize NDSA presentations at conferences and other events		Secretariat
Maintain generic slide deck for NDSA presenters		Secretariat
Maintain and update generic abstract about NDSA National Agenda for Digital Stewardship. Make available on the wiki.		Outreach Working Group
Monitor the wiki. Push significant changes/accomplishments to <a href="http://digitalpreservation.gov/ndsa">digitalpreservation.gov/ndsa</a>		
Social Media – increase use of #ndsa2 on Twitter		
Social Media – tweets of @ndsa2 handle on Twitter		
<b>Goal: Standardize communication/notes, etc. Become more predictable and uniform as an Alliance.</b>		

Communication across working groups		
Listserv messaging: <ul style="list-style-type: none"> <li>NDSA_ALL monthly updates (reformat as newsletter?)</li> <li>Circulate notes from WG conference calls on WG listserv</li> <li></li> </ul>	monthly	<ul style="list-style-type: none"> <li>Secretariat (Abbey)</li> <li>Working Groups</li> <li></li> <li></li> </ul>
NDSA Reports: <ul style="list-style-type: none"> <li>Establish easy to find page on wiki with process</li> <li>Template – circulate it more broadly and continually draw attention to it and other communication tools for the entire NDSA membership</li> <li>Coordinating Committee Approval – review sign off procedure and circulate on a regular basis</li> </ul>		Secretariat
Informational Webinars: <ul style="list-style-type: none"> <li>Publicize informational webinars on WG listservs and NDSA_ALL</li> <li>Record all informational webinars that WGs hold</li> <li>Post recorded webinars on digitalpreservation.gov/ndsa</li> <li>Coordinate blog posts about recorded webinars</li> </ul>	As scheduled by working groups	<ul style="list-style-type: none"> <li>Working Group Co-chair</li> <li>Secretariat (Barrie)</li> <li>Secretariat (Comm)</li> <li>Secretariat ()</li> </ul>
New Member Resources page <ul style="list-style-type: none"> <li>Continue to refine the new member resources page on digitalpreservation.gov</li> </ul>		Secretariat ()
New Member Webinars: <ul style="list-style-type: none"> <li>Develop “member services” webinar <ul style="list-style-type: none"> <li>How to manage the wiki</li> <li>How to get on the listservs</li> <li>How to change working groups</li> <li>How to launch a project</li> <li>What tools are available for projects and reports</li> <li>What NDSA has accomplished recently</li> </ul> </li> </ul>	Quarterly	Secretariat ()

<ul style="list-style-type: none"> <li>○ What current projects are underway</li> <li>• Schedule and run on a quarterly basis</li> </ul>		
New Member interviews: <ul style="list-style-type: none"> <li>• Highlight new members and the work they are doing</li> </ul>	Monthly	Secretariat (Erin)
Schedule Calls <ul style="list-style-type: none"> <li>• Schedule Coordinating Committee calls, WG calls and other calls as needed</li> </ul>	Monthly	Secretariat (Barrie)
<b>Goal: Growth in new members organizations – goal: 2-3/month – starting from post-renewal number</b>		
This goal is in keeping with general NDSA growth trends from past years. While new members should be encouraged to join, attaining this goal should not require large recruitment efforts	Monthly	CC, Co-chairs, and Secretariat